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ХАРКІВСЬКА НАЦІОНАЛЬНА АКАДЕМІЯ МІСЬКОГО ГОСПОДАРСТВА

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**ЗБІРНИК ТЕКСТІВ І ЗАВДАНЬ
З ДИСЦИПЛІНИ “ІНОЗЕМНА МОВА” (АНГЛІЙСЬКА МОВА)
ДЛЯ ОРГАНІЗАЦІЇ ПРАКТИЧНОЇ РОБОТИ**

(для студентів 1 курсу заочної форми навчання)



Харків ХНАМГ 2010

**ЗБІРНИК ТЕКСТІВ І ЗАВДАНЬ З ДИСЦИПЛІНИ “ІНОЗЕМНА МОВА”
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Вступ

Збірник текстів і завдань рекомендується для проведення практичних занять студентів 1 курсу заочної форми навчання. Головною метою збірника є формування навиків читання і розуміння інформації з англомовних джерел, що відповідає вимогам професійно-орієнтованого навчання іноземній мові. Зміст завдань відповідає вимогам програми учбової дисципліни “Іноземна мова”, тематика текстів сприяє поширенню обсягу сучасної англійської науково-технічної лексики.

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UNIT 1

1 Before you read

New words and phrases

get ahead	- процвітати (<i>преуспевать</i>)
social networking	- встановлення та підтримання контактів за допомогою мережі Інтернет (<i>установление и поддерживание контактов посредством сети Интернет</i>)
spam sb	- спамити кого-небудь (<i>розм.</i>), посилати кому-небудь небажані повідомлення (<i>спамить кого-либо (разг.), посылать кому-либо нежелательные сообщения</i>)
privacy settings	- параметри конфіденційності (<i>настройки конфиденциальности</i>)

2 Reading

Read about the social networking which is used to solve your personal problems.

What Is Online Social Networking

Just as we need road networks to get from A to B, we also need networks of people to get ahead in life. We can use social networks to make new friends, exchange business knowledge, or find a new job. For example, your friend Peter knows Susan, who has a friend, Michael, whose company is looking for new staff. In the real world, we may hear of these opportunities by chance, but all too often we don't see the potential of our own networks. Social networking sites make the connections between people visible. Most sites require you to have only an e-mail address to open an account. Once you have set up your profile, you search for people you know. When you have found someone, you click on the button "Add to contacts". You and this person now have a connection on the site that others can see. These contacts are members of your network, and you are a member of theirs. Through these networks, you can see who your friends know, and who your friends' friends know.

3 Reading Comprehension

A. Answer the questions.

1. What do we need networks of people for?
2. How can people use social networks?
3. How do person's own networks differ from social networking?

B. Think about.

1. Do you know how long ago the first online social networks appeared?
2. Do you know any site for the purpose of professional networking among individuals?
3. Do you know the name of the largest social networking site (with over 200 million profiles), and the sixth most popular website in the world?
4. What functions do the social networking sites have?
5. How many social networking sites are there now?

4 Vocabulary

A. Match the following word pairs from the text to make word partnerships.

- | | |
|---------------|------------------------|
| 1. networks | a. of the network |
| 2. to hear | b. to contacts |
| 3. add | c. of our own networks |
| 4. members | d. for new staff |
| 5. to click | e. for people |
| 6. looking | f. of people |
| 7. potential | g. on the site |
| 8. to search | i. by chance |
| 9. connection | h. on the button |
- 1 - ...; 2 - ...; 3 - ...; 4 - ...; 5 - ...; 6 - ...; 7 - ...; 8 - ...; 9 - ...

B. Complete the following passage with the terms given below.

office privacy settings quality profile connection sites

The Dos and Don'ts of Social Networking

DO...

- fill out your (a) _____ as thoroughly as possible and keep it up to date.
- connect with as many people as you know personally as possible. Some (b) _____ allow you to download your Outlook address book and will find your contact
- change the (c) _____ of your profile so that information or photos you would rather keep private are visible only to trusted contacts.

DON'T...

- spam people. If you write to a stranger to suggest making (d) _____ , explain why you're writing and show that you know something about their background.
- confuse quantity for (e)_____. Ask yourself when connecting with someone, "Could I recommend this person, and could he/she recommend me? "
- use your (f) _____ computer to search social networking sites for a new job.

5 Word Building

Add the necessary suffix to the word in brackets and put the word in the correct form to complete the statement.

1. Contacts that are made online have to move offline at some point for the _____ to develop. (RELATION)
2. Online networking has become an _____ tool for those in the business of finding talent. (IMPORTANCE)
3. I use *LinkedIn* mainly for _____ networking.(PROFESSION)
4. Some firms are establishing their own social networks to encourage internal _____. (COMMUNICATE)
5. Major companies are also _____ with social networking as a recruiting tool. (EXPERIMENT)

UNIT 2

1 Before you read

New words and phrases

annual leave	- щорічна відпустка (<i>ежегодный отпуск</i>)
collective bargaining	- переговори про укладення колективного договору (між підприємцями та профспілками) (<i>переговоры о заключении коллективного договора (между предпринимателями и профсоюзами)</i>)
disability	- інвалідність, фізична вада (<i>инвалидность, физический недостаток</i>)
employment tribunal	- суд по трудових спорах (<i>суд по трудовым спорам</i>)
genuine occupational qualification (GPQ)	- справжня професійна придатність (<i>подлинная профессиональная пригодность</i>)
make smb redundant	- звільнити будь-кого (<i>уволить кого-либо</i>)
termination of employment	- звільнення (<i>увольнение</i>)
opt-out	- виняток (<i>исключение</i>)
remuneration	- винагорода, возмешеніє, компенсація (<i>вознаграждение, возмешение, компенсация</i>)

2 Reading

Read about the relationship between employers and employees.

Employment Law

Employment law regulates the relationship between employers and employees. This begins when an employee is hired, and continues until the termination of employment.

In the EU, certain aspects of employment law are regulated by directives. One of these is the Working Time Directive, which covers working time, rest breaks and the right to paid annual leave. Britain has an opt-out from this directive that allows

people in the UK to work more than 48 hours a week. In contrast, France limits the maximum working week to 35 hours (paid overtime is allowed). An employment contract, also known as a contract of employment, is an agreement between an employer and an employee which specifies employment rights, responsibilities and duties.

Employers must be careful to avoid any discrimination based on religion or beliefs, sexual orientation, gender, age, race or disability. If personal questions are asked during a job interview, such as whether a candidate is pregnant, the company risks being taken to an employment tribunal.

It is also against the law to make workers redundant on the basis of age, or to exclude them from promotion or training because they are too old or too young. In certain fields, minimum age requirements are allowed, such as in the military and in the police. This is viewed by a potential employer as a genuine occupational qualification (GOQ). Although the terms "employment law" and "labour law" are sometimes used synonymously, this is technically incorrect. Employment law relates to the areas discussed here, while labour law deals specifically with relations between employers and trade unions. This includes collective bargaining, which refers to direct negotiations between the union and the employer on such basics as wages, working hours and other conditions of employment.

3 Reading Comprehension

Mark the following statements as true (T) or false (F).

1. Employment law regulates the terms of employment. ...
2. The employment law directives cover different aspects of employment. ...
3. People in the UK and France have the same working week. ...
4. Discriminated employees risk being taken to an employment tribunal. ...
5. Employment and labour laws cover the same conditions of employment. ...

4 Vocabulary

A. Choose the words that best complete the text.

Rights and Responsibilities

In the EU, employment is regulated by national laws and European **a) *opt-outs* / *duties* / *directives***. Companies must avoid **b) *discrimination* / *provisions* / *promotion*** on the basis of race, gender or other characteristics. Labour law refers to union-employer relations, including negotiation of contract details through **c) *termination* / *employment tribunals* / *collective bargaining***. The employment **d) *authority* / *contract* / *condition*** specifies the duties, responsibilities and rights of the employee. For his or her services, an employee receives from the employer **e) *remuneration* / *redundant* / *requirements***.

B. Complete an example of an employment contract with the terms given below.

tasks reputation time duties remuneration

2. Employment Duties

2.1 The Employee will execute such (1) _____ as may be required of the Employee in relation to any and all of the Company's business functions.

2.2 During the period of Employment, the Employee will:

(a) give the whole of the Employee's working (2) _____, attention and skill to the duties of the Employment;

(b) accept all reasonable (3) _____ given to the Employee by the Company Management or its representatives;

(c) not do anything which may damage the (4) _____ of the Company or the Group.

2.3 Normal office hours are 9.00 a.m. to 5.30 p.m. Monday to Friday inclusive, with an hour for lunch. The Employee may, and likely will, be required to work, without additional (5) _____, additional hours if the duties of the Employee's job so require.

5 Word Building

Add the necessary suffix to the word in brackets and put the word in the correct form to complete the statement.

1. Many companies now routinely use online _____ form. (APPLY)
2. People used to look for job _____ in newspapers. (ADVERTISE)
3. Recruiters will be calling people who are _____ employed. (HAPPY)
4. Social networking can enhance your _____ reputation. (PROFESSION)
5. As more and more young people grow up with _____ skills and familiarity with YouTube and other internet video sites, video CVs are likely to become more common. (COMPUTE)

UNIT 3

1 Before you read

New words and phrases

compensation	- оплата праці (<i>оплата труда</i>)
downsizing	- скорочення штатів (<i>сокращение штатов</i>)
inescapable	- неминучий (<i>неизбежный</i>)
networking	- встановлення та підтримка контактів (<i>установление и поддержка контактов</i>)
survey	- опитування (<i>опрос</i>)
employee displacement	- вивільнення персоналу (<i>высвобождени персонала</i>)
work-life balance	- баланс між роботою та особистим життям (<i>баланс между работой и личной жизнью</i>)
to respond to the survey	- взяти участь (<i>принять участие</i>)

2 Reading

Read about different reasons for losing a job while doing business.

Time for a Change

Have you ever lost your job because your company changed its structure? If so, you are not alone. More than 50 percent of workers in an online survey said they had

lost or changed jobs because of downsizing or restructuring. "Employee displacements have become an inescapable part of doing business," says Douglas J. Matthews, president of Right Management, the company that did the survey. Matthews added that most employees can expect to face losing their job at least once in their careers.

With the current difficult job market, Matthews said networking is even more important than ever. Research from Right Management shows that 42 percent of employees have found new jobs through networking contacts. It is also important to develop new skills, Matthews believes.

A total of 1,308 people responded to the Right Management survey. Other reasons given for changing jobs included looking for new opportunities, ineffective leadership, the wish to improve one's work-life balance, and also better compensation.

SAYING GOODBYE

Why people leave their jobs

Downsizing or restructuring	54%
Seeking new opportunities	30%
Ineffective leadership	25%
Poor relationship with manager	22%
To improve work-life balance	21%
Better compensation and benefits	18%
Company or job relocated	12%

3 Reading Comprehension

A. Answer the questions.

1. What was the reason for losing a job for 50 percent of workers according to an online survey?
2. What is an inescapable part of doing business?
3. Who do networking contacts help?
4. What can be the other reasons for changing jobs?

5. According to the table, which reason for leaving the job is the main? Which reasons are less important?

B. Think about.

1. Do you know what the percentage of the unemployed in Ukraine is?
2. Do you think the reasons for saying goodbye to the employed in Ukraine are the same as those in the article?

4 Vocabulary

A. Match the following word pairs from the text to make word partnerships .

- | | |
|------------------|----------------------|
| 1. to lose | a. new opportunities |
| 2. to change | b. new skills |
| 3. to do | c. business |
| 4. to develop | d. a job |
| 5. to look (for) | e. a structure |

1- ...; 2- ...; 3- ...; 4- ...; 5- ...

B. Now use these word partnerships to complete the statements. Make changes if necessary.

1. The industry has _____ 60,000 _____.
2. They decided _____ the business _____ with as little effort and time as possible.
3. Take a trip around the world to discover how easy (or difficult) it is _____ in 183 economies.
4. If you are interested in _____ your managerial _____, a number of programmes are available.
5. Small firms use IT _____.

5 Word Building

Add the necessary suffix to the word in brackets and put the word in the correct form to complete the statement.

1. The programmes detailed here illustrate several successful alternatives to

employee **a)** _____ and organizational **b)**_____. (DISPLACE, DOWNSIZE)

2. _____ starts long before a job search, and you probably don't even realize you are doing it. (NETWORK)
3. We provide the ability for employees to participate in a range of _____ programs. (COMPENSATE)
4. A research on best practices in downsizing and _____ has been carried out by a group of experts. (RESTRUCTURE)
5. All the stores are in good _____ (LOCATE)

UNIT 4

1 Before you read

New words and phrases

charted accountant	- аудитор (<i>аудитор</i>)
chief financial officer (CFO)	- фінансовий директор (<i>финансовый директор</i>)
grounding	- основи (знань)) (<i>основы (знаний)</i>)
MBA (Master of Business Administration)	- вчений ступінь магістра ділового адміністрування (<i>ученая степень магистра делового администрирования</i>)
spreadsheet	- табличні розрахунки (<i>табличные расчеты</i>)
stuff	- тут: інформація (<i>здесь: информация</i>)

2 Reading

Read about an unconventional Canadian banker Janice Fukakusa.

A Head for Figures

She studied philosophy at university and started her working life in a jewellery shop. Today, as chief financial officer (CFO) for Canada's largest bank, Janice Fukakusa has one of the top banking jobs in the country.

Fukakusa's path to the top was a rather unconventional one. "The philosophy degree gave me a good grounding," the 53-year-old banker told *The Globe and Mail*

in Toronto, "but I couldn't get a good job." She therefore decided to do an MBA, and later became a chartered accountant.

Fukakusa's use of new technology is also unconventional: she prints out her e-mails every day and takes them home with her. "I know, it's pretty bad," she admits. "It's simply easier that way. I do a lot of reading when I'm lying down, and it's easier to go through some of the stuff I get, like spreadsheets."

Since joining the Royal Bank of Canada (RBC) in 1985, she has held 12 different positions. "That's one of the advantages of RBC," she comments. "Every time we restructure, it creates a new opportunity."

Though she is clearly used to success, Fukakusa says she did not face excessive pressure to succeed. "I was happy my older brother became a doctor — it takes the pressure off the other children when one becomes a doctor."

3 Reading Comprehension

A. Answer the questions.

1. What is one of the top banking jobs?
2. What gave Fukakusa a good grounding?
3. Why did Fukakusa decide to do an MBA?
4. What technology does Fukakusa use in her job?
5. How many different positions has Fukakusa held since joining the RBC?

B. Think about.

1. Competence in what techniques can help a person towards a career in accounting and business management?
2. What opportunities does the Economics Faculty in Kharkiv National Academy of Municipal Economy offer?

4 Vocabulary

A. Match the following word pairs from the text to make word partnerships.

- | | |
|------------|--------------|
| 1. working | a. positions |
|------------|--------------|

- | | |
|--------------|----------------|
| 2. banking | b. opportunity |
| 3. good | c. accountant |
| 4. new | d. life |
| 5. chartered | e. job |
| 6. different | f. grounding |

1 - ...; 2 - ...; 3 - ...; 4 - ...; 5 - ...; 6 - ...

B. Choose and underline the words that best complete the text.

accountant spreadsheets experience technology skills

What Makes a Good Accountant?

There are many (1) _____ that make a good accountant. If you have these qualities, you will find the accounting field offers unlimited opportunities for you:

- Logical thinking
- Love of numbers
- Strong communication skills
- Analytical ability
- Ability to synthesize
- Solid computer skills.

Working as an (2) _____ means being part of a team. When you first start out, you will probably work as a junior member of an accounting team. You will work with other accountants with more (3) _____. As you work your way up the ladder, you will interact with co-workers in other departments. It's important that you enjoy working with others and can collaborate on projects.

Additionally, accountants need to be on the cutting edge of (4) _____. Software programs are constantly updated, and it's your job to make sure you know how to use technology to your benefit. The use of (5) _____, databases and word processing programs will also come in handy in your daily work.

If you have this variety of qualities, you should seriously consider getting your online accounting or finance degree. Your degree can teach you many useful

accounting skills, but you have to have the foundation and interest necessary to make it in the accounting world.

5 Word Building

Add the necessary suffix to the word in brackets and put the word in the correct form to complete the statement.

1. Accounts assistants are required to have good _____ skills. (ADMINISTRATE)
2. These days, business schools are taking a fresh look at fraud_____, risk, internal controls, and ethics. (DETECT)
3. _____ are rapidly changing the nature of the work for most accountants and auditors. (COMPUTE)
4. Web sites provide _____ on the new Microsoft Accounting Software. (UNIFORM)
5. Technology has changed our _____ skills and , I particular our language skills. (COMMUNICATE)

UNIT 5

1 Before you read

New words and phrases

non-numerical	- нечислової (нечисловой)
standalone	- окремих (отдельный)
gist	- суть (суть)
native speakers	- носії мови (носители языка)

2 Reading

Read about the importance of machine translation nowadays.

Machine Translation

The idea of using machines to transfer words from one language into another is widely said to come from French philosopher and mathematician Rene Descartes. In the early 17th century, he suggested that humans are machines, and that symbols

could be used to transfer ideas instead of language. Three hundred years later, serious attempts to use computers to translate began. "Machine translation was one of the first non-numerical applications of the computer", writes John Hutchins in *Machine Translation: Past, Present, Future*.

Today, we have to translate more than ever. Companies communicate across borders, and global business depends on having multilingual documents, Web sites, and product material. International organizations, such as the United Nations and the European Union, inform world citizens of their services in many languages.

And the internet has created oceans of words: Web sites from Ukraine, blogs from Iraq, news from China, chats, forums, and Twitter are available to nearly everyone on the planet. Without the help of machine translation, few of us would ever be able to read them.

3 Reading Comprehension

1. What idea came from French philosopher and mathematician Rene Descartes?
2. When did serious attempts to use computers to translate begin?
3. What is the reason for doing much translation today?

4 Vocabulary

A. Match the following word pairs from the text.

- | | |
|------------------|-------------------|
| 1. serious | a. applications |
| 2. non-numerical | b. across borders |
| 3. multilingual | c. business |
| 4. communication | d. documents |
| 5. global | e. attempts |

1 - ...; 2 - ...; 3 - ...; 4 - ...; 5 - ...

B. Fill the gaps with the words given below.

word language people machine translation company

The term (1) "_____ _____" originally referred to standalone software programs, but has come to include any system that uses a computer to transform a text from one language into another (2) _____. In most cases, the result is far from

perfect. Nevertheless, machine translation allows (3) _____ to get the gist of a text — in other words, to get the basic meaning.

This may be good enough for internal (4) _____ messages and incoming correspondence. It allows you to see, for example, whether that e-mail from Tokyo is a request for product information or just spam. Sending such texts to a translator would exist at least ten euro cents per (5) _____, or €50 per page, and is just too expensive. More important, it takes too much time.

5 Word Building

Add the necessary suffix to the word in brackets and put the word in the correct form to complete the statement.

1. Large organizations use _____ developed translation systems. (HIGH)
2. If the texts are translated by software, they must be edited by humans, _____ by native speakers. (IDEAL)
3. The machine translation nightmare comes from not knowing _____ where mistakes will appear. (EXASCT)
4. Over the years the machine translation systems _____ improved. (STEADY)
5. Machines find it _____ impossible to translate texts that contain mistakes. (NEAR)

UNIT 6

1 Before you read

New words and phrases

basic rate	- базова ставка (базовая ставка)
deduct	- відраховувати (отчислять)
excise duty	- акцизний збір (акцизный сбор)
exempt sb from sth	- звільняти кого-л. від чого-л. (освобождают кого-л. от чего-л.)
levy (a duty)	- стягувати, накладати (взимать, налагать)

pay-as-you-earn system (PAYE)	- система збору прибуткового податку шляхом автоматичного вирахування з зарплати (система сбора подоходного налога путем автоматического вычета из зарплаты)
proportional tax	- податок, що стягується за єдиною ставкою (налог, взимаемый по единой ставке)
self-employed	- приватний підприємець (частный предприниматель)
sickness benefit	- допомога по хвороби (пособие по болезни)
social-security benefits	- допомоги по соціальному забезпеченню (пособия по социальному обеспечению)
reclaim sth	- витребувати будь-що (истребовать что-либо)
value added tax	- податок на додану вартість (налог на добавленную стоимость)
tax revenue	- податкові надходження (налоговые поступления)
tax return	- податкова декларація (налоговая декларация)
tax year	- податковий (фінансовий) рік (налоговый (финансовый) год)
zero rate	- нульова ставка (нулевая ставка)

2 Reading

Read about the system of tax deduction in Great Britain.

Britain's Taxes

American statesman Benjamin Franklin (1706-90) famously said that "in this world nothing is certain but death and taxes". Most people find death only slightly less pleasant, and most of us aren't exempted from taxes.

In the UK, total tax revenue for the current tax year, which runs from 6 April 2008 to 5 April 2009, is estimated to be €575 billion. Sixty per cent of that revenue

comes from three main types of tax: income tax, National Insurance (NI) contributions and value added tax (VAT).

Most adults in Britain pay income tax by the pay-as-you-earn system (PAYE), in which money is deducted directly from the employee's salary. There is a basic rate for low incomes of 20 per cent and a top rate of 40 per cent. About ten million people, including the self-employed, need to file a tax return in which they state their earnings.

Contributions to National Insurance are also taken from the employee's wages, but the employer must contribute, too. Originally, this tax was intended to cover the cost of social-security benefits - in particular, the state pension, unemployment and sickness benefit. However, the government increasingly prefers to provide support to people who need it through tax credits — where the taxpayer pays reduced taxes — rather than through benefits. This means that, at some stage in the future, income tax and NI contributions will probably be combined.

The value added tax is a proportional tax and is paid on all sales transactions. In Britain, the standard rate of VAT was reduced from 17.5 to 15 per cent in December 2008 to encourage consumers to spend. It will stay at this rate until January 2010. There is a reduced rate of five per cent on some products (for example, on children's car seats). A range of essential goods and services, including food and books, have a zero rate. Companies can reclaim any VAT that they pay on materials needed for the goods and services they produce. In addition to VAT, excise duties are levied on fuel, tobacco and alcohol.

Finally, what about industry? Firms pay a standard rate of 28 per cent corporation tax on income or profit, and rates are lower for small businesses. However, large multinational companies are often able to reduce the amount they actually pay by reporting the profit in a lower-tax country.

3 Reading Comprehension

1. What are the three main types of tax in Great Britain?
2. How do employees state their earnings?

3. Who must contribute to National Insurance?
4. What were the National Insurance contributions intended to cover?
5. What are excise duties levied on?
6. What are the standard tax rates for firms, small businesses and multinational companies?

4 Vocabulary

A. Match the following word pairs from the text.

- | | |
|------------------|-----------------------|
| 1. employee's | a. goods and services |
| 2. sales | b. wages |
| 3. essential | c. companies |
| 4. low | d. transactions |
| 5. multinational | e. incomes |

1 - ...; 2 - ...; 3 - ...; 4 - ...; 5 - ...

B. Use these words to complete the fictional news report.

Going up or down?

corporation duties zero levied revenue

European finance ministers met today in Brussels to discuss what tax measures could be taken to deal with the financial crisis. There was broad agreement that VAT should be reduced in all member states to below 15 per cent, and the range of goods that have a (1) _____ rate should include clothing. In order to finance a loss of tax (2) _____, the (3) _____ on tobacco and alcohol could be raised by five per cent. As the price of oil has fallen, the ministers also are considering raising the fuel tax that is (4) _____ on petrol. As for businesses, the ministers also agreed that (5) _____ tax should be cut to 25 per cent to reduce the risk of an increase in unemployment.

5 Word Building

Add the necessary suffix to the word in brackets and put the word in the correct form to complete the statement.

1. Professional tax preparers and accountants will probably appreciate this *Tax* _____ 2010 as it is an excellent tool for estimating whether a person can expect to receive an Internal Revenue Service refund and how much! (ESTIMATE)
2. A _____ tax imposes an equal burden (relative to resources) on the rich and poor. (PROPORTION)
3. By dollars paid, the U.S. Social _____ programme is the largest government programme in the world. (SECURE)
4. The type and level of National _____ contributions you pay depends on how much you earn and whether you're employed or self employed. (INSURE)
5. It is becoming _____ clear that this problem will not be easily solved. (INCREASE)

UNIT 7

1 Before you read

New words and phrases

copyright (rights)	- авторське право (<i>авторское право</i>)
copyright law	- закон про авторське право (<i>закон об авторском праве</i>)
grant (rights) to sb	- надати кому-небудь права (<i>предоставить кому-либо права</i>)
infringement	- порушення (прав).(<i>нарушение (прав)</i>)
intellectual property	- інтелектуальна власність (<i>интеллектуальная собственность</i>)
trademark (rights)	- (права на) товарний знак (<i>права на) товарный знак</i>)
subject matter	- предмет, зміст (<i>предмет, содержание</i>)
wording	- буквене написання (<i>буквенное написание</i>)
injunction	- постанова суду (<i>постановление суда</i>)

2 Reading

Read about some ways of protecting the works by copyright.

Intellectual Property

Intellectual property (IP) refers to the rights to creations of the mind, such as artistic works, inventions and designs. These rights include patent, copyright and trademark rights. A patent grants temporary monopoly rights to the benefits of an invention. Patent law commonly requires that an invention be of patentable subject matter and new or not already known. The invention must also involve an inventive step and be of practical use in some kind of industry.

When a person creates something, his work is protected by copyright. This includes the right to forbid unauthorized use of the work, with certain exceptions. The right of fair dealing will typically allow a single user to make copies of portions of a copyrighted work as long as the use falls into one of several defined categories, such as scientific study or news reporting. The rights granted by copyright law can be transferred to another person.

A trademark is a design, logo or wording (or combination of these) that allows a person to identify the maker of a product or provider of a service. Examples of trademarks recognized throughout the world are McDonald's golden arches and the three stripes of adidas.

When there is an infringement of intellectual property rights, legal action may be brought against the person or firm that has copied or distributed the work without permission. The inventor may be awarded compensation, and an injunction may be granted to stop the piracy or other unauthorized use of the work. Because countries have different laws regarding intellectual property, a number of agreements attempt to regulate matters involving international rights. The main administrative body is the UN's World Intellectual Property Organization (WIPO).

3 Reading Comprehension

1. What do we refer to creations of the mind?
2. What do we refer to the rights to intellectual property?

3. What does a patent grant?
4. Which rights can be transferred to another person?
5. How can a person identify the maker of a product or provider of a service?

4 Vocabulary

A. Match the following word pairs from the text.

- | | |
|---------------|--------------------|
| 1. the maker | a. of a service |
| 2. benefits | b. of the mind |
| 3. a provider | c. of trademarks |
| 4. creations | d. of a product |
| 5. examples | e. of an invention |

1- ...; 2- ...; 3- ...; 4- ...; 5- ...

B. Choose and underline the words that best complete the text.

Whose rights?

To get the exclusive rights to a new invention, the inventor will need a (a) *copyright / trademark / patent*. The right of (b) *fair dealing / public domain / public interest* allows individuals to make copies of portions of copyrighted materials, as long as the use of these copies falls into one of several categories. Information that may be freely distributed without copyright or patent is referred to as (c) *public interest / public domain / piracy*. The rights that are (d) *granted / distributed / reported* by copyright law can be transferred to another person. If someone distributes copies of a work without permission, an (e) *infringement / intangible property right / injunction* may be necessary to stop this unauthorized use of copyrighted material

5 Word Building

Add the necessary suffix and prefix to the word in brackets and put the word in the correct form to complete the statement.

1. An a) _____ step means that the invention should have something which is seen

- as an **b)** _____ by someone who is skilled in that area of technology. (INVENT)
2. These are inventions that are very _____ for everyday situations. (PRACTISE)
3. EU Commission ignores _____ studies on copyright term extension. (SCIENCE)
4. Copyrights play not less _____ role in society than patent rights.
(IMPORTANCE)
5. Patents, literary, and art work, all fall under the umbrella of _____ of the mind.
(CREATE)
6. The university has the right to the **a)** _____ and **b)** _____ manuscripts and literary property. (PUBLISH / NOT PUBLISH)

UNIT 8

1 Before you read

New words and phrases

applicant	- здобувач, кандидат (<i>соискатель, кандидат</i>)
assessment centre	- центр/метод оцінки / відбору персоналу (<i>центр/метод оценки / отбора персонала</i>)
competency-based framework	- рамки компетенції (<i>рамки компетенции</i>)
executive search	- пошук топ-менеджерів (<i>поиск топ-менеджеров</i>)
headhunting	- "полювання за головами"; переманювання кадрів (<i>"охота за головами"; переманивание кадров</i>)
interview	- (собеседование)
job board	- біржа вакансій (<i>биржа вакансий</i>)
job fair	- ярмарок вакансій (<i>ярмарка вакансий</i>)
temporary agency	- агенство з надання тимчасової роботи (<i>агентство по предоставлению временной работы</i>)
work-life balance	- баланс між роботою та особистим життям (<i>баланс между работой и личной жизнью</i>)

2 Reading

Read about how recruitment is going global.

Recruitment

International assignments, European-Union initiatives and the rising need for highly skilled employees have all promoted globalization in recruitment. Although these trends are largely positive for job seekers, they have also made the search for qualified employees more complex.

Before recruitment, companies usually create a job description, a list of the qualifications and experience the candidates are required to have, and a "person specification", which describes the personal qualities needed. A competency-based framework may also detail desired skills, such as the ability to solve problems or to work in teams.

Recruitment often involves placing job advertisements in newspapers or in specialist publications. Online recruitment, the advertising of job vacancies on company websites or on job boards, has become more and more common. Other methods of attracting candidates may include career forums, job fairs and recruitment events, which give company representatives the opportunity to meet potential candidates in person. An executive search is generally reserved for management positions, but recruitment consultants often search for employees at various levels. This search may include headhunting, which is finding job-holders who have specific skills for open positions at other firms.

Telephone interviews have become a popular means of getting a first impression of applicants, in particular when dealing with people who live abroad, or when the telephone will be an essential part of the job, as in customer-service roles. Recruitment consultants may meet with job-seekers and then suggest suitable candidates to a company, which will invite the best applicants for a second interview. Sometimes, additional steps are needed before a firm makes its final decision. Assessment centres offer a way to observe and judge candidates in group situations. Such a method can test social skills, how well people work under stress, or their

ability to work in teams. Or, through the use of temporary agencies, firms have an excellent source of "temp-to-perm" (temporary-to-permanent) employees.

Increasingly, employees expect to change jobs, and perhaps even careers, several times during their working life. Their work-life balance has also become more important to them. For employers, managing talent — not only attracting but also keeping key employees — has become a recruitment priority.

3 Reading Comprehension

- 1.** What was globalization in recruitment promoted by?
 - a.** By different needs for highly qualified employees.
 - b.** By the majority of unqualified personnel on the staff.

- 2.** How does a company prepare for recruitment?
 - a.** It creates special documents with relevant information.
 - b.** It dismisses the majority of employees.

- 3.** What are the most common ways of attracting candidates?
 - a.** The ways of attracting candidates depend on the available vacancy.
 - b.** The candidates are usually interviewed.

- 4.** Why have telephone interviews become popular?
 - a.** Telephone interviews give the first impression of applicants.
 - b.** Telephone interviews are obligatory before the second interview.

- 5.** What steps are needed before the final decision of a firm?
 - a.** Checking the candidates for special skills is usually necessary.
 - b.** Advertising the assessment centres or temporary agencies to other people.

1- ...; 2 - ...; 3 - ...; 4 - ...; 5 - ...

4 Vocabulary

Complete the statements with terms from the text which are given below.

social skills

modern directions

online recruitment

competency-based frameworks

work-life balance

job-seekers

1. _____ in assigning for the position have resulted in the recruitment globalization.
2. Many companies develop their _____ to help in recruiting.
3. Nowadays job advertisements in newspapers, _____ and advertising on websites are the most common practice.
4. _____ can be interviewed by telephone.
5. Ability to have _____, to work under stress and in a team are assessed at additional steps of recruitment.
6. The _____ is very important to people.

5 Word Building

Add the necessary suffix to the word in brackets and put the word in the correct form to complete the statement.

1. A large proportion of the company's _____ work outside the UK. (EMPLOY)
2. She is in Greece on an _____ for one of the Sunday newspapers. (ASSIGN)
3. Most organizations underestimate the benefits of _____. (ADVERTISE)
4. She lacked _____ experience and didn't get the job. (MANAGE)
5. The firm has appointed a _____ to advise on the restructuring of the company. (CONSULT)

6 Now when you know about business of recruiting new people do the following quiz.

Choose the correct answers.

An Employment Hunt

1. Which recruitment tool describes duties and job title?
a. job description b. framework c. career forum

2. What is an open job position called?
 - a. applicant
 - b. vacancy
 - c. agency
3. What is the correspondence in an application called?
 - a. covering letter
 - b. trial period
 - c. assessment
4. Which document is not necessary for an application?
 - a. recipe
 - b. resume
 - c. reference
5. Which of these is another word for staff?
 - a. personality
 - b. personnel
 - c. personal
6. What does "HR" stand for?
 - a. have reserved
 - b. human resources
 - c. hire replacement

1 - ...; 2 - ...; 3 - ...; 4 - ...; 5 -...; 6 -...

UNIT 9

1 Before you read

New words and phrases

bribery	- хабарництво (<i>взяточничество</i>)
embezzlement	- привласнення чужого майна або чужих грошей (<i>присвоєння чужого имуществва или чужих денег</i>)
fraudster	- шахрай, аферист (<i>мошенник, аферист</i>)
kickback	- відкат (<i>откат</i>)
whistle-blower	- інформатор (<i>информатор</i>)
white-collar crime	- посадовий злочин (<i>должностное преступление</i>)

2 Reading

Read about new economic crimes of deceiving companies in order to get money illegally.

Fraud

A 2004 report for the British government estimates that fraud costs the country's economy £14 billion (\$22.63 billion) a year. Fraud is white-collar crime: that is, a non-violent illegal activity to get money or other benefits. Fraud can be carried out by employees at different levels of an organization, for personal benefit or for the firm.

At an individual level, one of the most common forms of fraud is embezzlement, which is when an employee removes money from a company, pretending it is for a legitimate purpose, but instead transfers it into a private bank account. Another form is insider trading: using knowledge of a company's intentions, often gained through a management role, to buy or sell shares in the company for personal profit.

What about fraud that is carried out to benefit the company? This can take the form of price fixing, which is secretly agreeing with rival companies not to sell a certain product below an established price. Bribery is offering money or other gifts as a way of influencing someone's actions. A kickback is an agreed sum of money that is paid secretly in return for certain actions.

For shareholders, the most dangerous form of fraud is dishonest accounting or cooking the books. The former US energy company Enron managed to make its finances look healthy until a whistle-blower informed the authorities.

To prevent individual fraud, companies should observe carefully the activities of employees who rarely go on holiday or who work far too many hours every week. Fraudsters know there is a risk that the illegal activity will be discovered if other people do their jobs — for example, when they take holidays. Also, any employees who are clearly spending far more money than they earn should be watched. Stock exchanges also have a responsibility to keep an eye on firms' behaviour and to check company annual reports. The Securities and Exchange Commission (SEC) is very strict in regulating the behaviour of listed firms on the New York Stock Exchange. If

fraud is discovered, the firm must pay huge fines, and the fraudsters face going to prison.

3 Reading Comprehension

Mark the following statements as true (T) or false (F).

1. Fraud is a legal activity of employees for financial gain. ...
2. Many forms of fraud are carried out secretly. ...
3. There are no forms of fraud to benefit the company. ...
4. The illegal activity of fraudsters is not punishable. ...

4 Vocabulary

A. Use the words in each column to form terms found in the text. Then match each term with its definition.

illegal

fixing

stock

the books

cooking

activity

price

crime

white-collar

exchange

- | | | | |
|-----------|-------|-------|--|
| a. | | | Behaviour or action that is punishable by criminal law. |
| b. | | | The setting of commodity prices artificially by a government. |
| c. | | | A place where stocks, bonds, or other securities are bought and sold. |
| d. | | | A kind of fraud by businesspersons, confidence men, and public officials. |
| e. | | | The manipulating of a firm's financial records so that they are incorrect. |

B. Complete this fictitious news report with terms from the article which are given below.

fraud insider trading whistle-blow embezzlement kickbacks

Peter Washington, head of Schneeman Industries, spoke to the press this morning to confirm earlier reports that a top Schneeman manager was under investigation by the SEC for possible **1)** _____ (illegal stock market activity). According to sources close to Schneeman, a **2)** _____ (person who informs the authorities of something illegal) within the company informed the SEC. This investigation follows several recent scandals involving Schneeman. In May, it was discovered that finance manager Tony Londano had accepted **3)** _____ (secret return of payments) from builders of the new Brooklyn Tunnel. Last year, former company president Denise Dubrovsky was sent to prison for **4)** _____ (stealing money) from the company pension fund. "I want to make one thing perfectly clear," said Mr Washington. "Schneeman has zero tolerance for any kind of corporate **5)** _____ (illegal activity "for financial gain)."

5 Word Building

Add the necessary suffix to the word in brackets and put the word in the correct form to complete the statement.

1. Prices are very much _____ by market demand. (GOVERN)
2. We couldn't have _____ without you. (MANAGE)
3. They are not fully _____ about the changes. (INFORM)
4. Money is _____ from my bank account to his. (TRANSFER)
5. It was later _____ that the diaries were a fraud. (DISCOVER)

UNIT 10

1 Before you read

New words and phrases

cocooning

- створення кокона, усамотнення у власних чотирьох стінах (*создание кокона, уединение в собственных четырех стенах*)

socialize	- підтримка особистих і робочих контактів (<i>поддержание личных и рабочих контактов</i>)
economic hardship	- економічні труднощі (<i>экономические трудности</i>)
implication	- наслідки (<i>последствия</i>)
harsh	- суворий (<i>суровый</i>)
armoured	- броньований (<i>бронированный</i>)
topical	- актуальний (<i>актуальный</i>)
snuggle down into smth	- затишно влаштовуватися де-небудь (<i>уютно устраиваться где-либо</i>)
uber-	- (<i>prefix informal</i>) better, larger or greater
bricks-and-mortar business	- традиційний магазин з торговою площею (<i>традиционный магазин с торговой площадью</i>)

2 Reading

Read about the origin of the notion "cocooning".

What Is ... Cocooning?

"Cocooning" describes the trend of people socializing, entertaining and working at home rather than going out. The phenomenon tends to grow during periods of economic hardship. The American futurist and marketing consultant Faith Popcorn invented the term "cocooning" in 1981 and was the first to talk about its marketing implications. She created a new active verb from the noun "cocoon". Up to then, the verb had been used only in the form of a passive participle: "be cocooned". In a video on her website, Popcorn describes cocooning as "creating a safe place around you. It is the need to protect oneself from the harsh, unpredictable realities of the outside world". She identified three forms of cocoon: the "social", or home, cocoon; the "wandering" cocoon, in which one listens to music players in public, cocooning oneself in a private world of sound; and the "armoured" cocoon, where one builds high-security barriers around oneself (for example, in the form of network firewalls or home security).

Cocooning has again become topical as people reduce their spending in response to the financial crisis. Popcorn renamed the trend "uber-cocooning" in October 2008. According to a survey she carried out, almost three out of four American consumers said they now spend "a lot of time at home". As Popcorn says: "It's a deeper and deeper snuggling down into the home."

New technologies that have promoted entertaining and working from home have made it easy to cocoon. For example, social media now allow people to communicate with others without actually meeting in person — a phenomenon Henry Jenkins, director of the Comparative Media Studies program at the Massachusetts Institute of Technology, has called "tele-cocooning".

Cocooning has significant implications for marketers, who try to find new ways to interact with their consumers. For bricks-and-mortar businesses such as shops and restaurants, which need people to enter their stores physically to do business, this is especially difficult. Cocooning has advantages for online firms, however, as well as for those providing home products and services. Indeed, one trend is that, while consumer demand falls during economic hardship, wealthy cocooners in particular invest in more luxury home goods.

3 Reading Comprehension

Mark the following statements as true (T) or false (F).

1. Nowadays the phenomenon of cocooning is spreading all over the world. ...
2. The identified three forms of cocooning help people to protect themselves ...
from the realities of the outside world.
3. Cocooning has advantages for both marketers and online firms. ...
4. It is cocooning that does not allow people to communicate with others ...
without actually meeting in person.

4 Vocabulary

A. Use the words in each column to form terms found in the text. Then use each term to complete the sentence.

- a.
- b.
- c.
- d.
- e.

<i>luxury</i>
<i>new</i>
<i>unpredictable</i>
<i>economic</i>
<i>marketing</i>

<i>implications</i>
<i>reality</i>
<i>hardship</i>
<i>technologies</i>
<i>goods</i>

1. In Roman and early Europe times _____ from China were prohibitive for all but the very rich.
2. _____ are those technical innovations which represent progressive developments within a field for competitive advantage.
3. The conflict between predetermined schedule and _____ results in significant wastes in the process.
4. Many countries, including Canada and Germany, experienced similar levels of _____ .
5. This paper examines the _____ for tourism destinations if they are to balance the marketing concept of customer satisfaction with the societal well-being.

B. Choose and underline the words that best complete the text .

During the 1991-1992 recession, for example, (a) *consumers* / *consuming* of luxury goods increased their spending on their gardens, on home (b) *entertainment* / *entertainers*, on electronics and on home decorating. Earlier this year, there were signs of a similar trend. The marketing-research firm Euromonitor International, for example, has (c) *predicting* / *predicted* that consumers will spend more on domestic (d) *electricity* / *electrical* appliances. "They will (e) *increasingly* / *increasing* choose premium products with added features that make their lives easier," said Euromonitor's research (f) *manager* / *management* Fflur Roberts.

As conditions improve, cocooning is often (g) *following* / *followed* by what Pam Danziger, the American author of *Why People Buy Things They Don't Need*,

describes as "connectedness". Consumers then begin to look for what she calls "a new balance between the roles they play in their inner and external worlds".

5 Word Building

Add the necessary suffix to the word in brackets and put the word in the correct form to complete the statement.

1. This guide is to make car shopping easier for _____. (CONSUME)
2. _____ is all about making your guests feel comfortable. (ENTERTAIN)
3. Business _____ promotes a product, service, or organization.
(COMMUNICATE)
4. Special products, services and technologies are available for _____ intellectual property in multimedia and business software, information and documents online etc. (PROTECT)
5. These portable music _____ are small and easy to use and children of any age can operate and enjoy using these wonderful devices. (PLAY)

UNIT 11

1 Before you read

New words and phrases

insolvency	- банкрутство, неплатоспроможність (банкротство, неплатежеспособность)
recession	- падіння, спад, рецесія (падение, спад, рецессия)
discharge	- звільнення від сплати (освобождение от уплаты)
assets	- активи (активы)
be put into receivership	- отримувати право управляти (получать право управлять)
lien	- заставне право (залоговое право)
secure sth	- забезпечувати що-небудь (обеспечивать что-либо)

2 Reading

Read about the insolvency in business and private life.

Insolvency

During the past year, the recession has spread to most business sectors, and an increasing number of companies are facing insolvency. The largest case in history was the collapse of US investment bank Lehman Brothers in September 2008, with debts of \$613 billion.

The words "insolvency" and "bankruptcy" are often used as if they had the same meaning, but there is a difference. When individuals or organizations are unable to pay their creditors, they are insolvent. Under English law, insolvent individuals may declare bankruptcy, while insolvent businesses go into "liquidation".

Personal bankruptcies differ greatly in length from country to country. Individuals usually receive a discharge from their debt after 12 months in England or France, but this takes six years in Germany. As a result, some EU citizens with large debts try to take up residence and declare bankruptcy in a member country where procedures are short.

Liquidation of a company, also called "winding up", leads to the closing of the business. This is managed by an appointed liquidator, who realizes the company's assets. Alternatively, the firm may be put into receivership — in other words, an official receiver is appointed to manage the company's finances until the firm enters liquidation.

Whether or not creditors get any money depends mainly on their status. Some creditors are paid first, because the debts owed to them are secured by liens. Other creditors are preferred by law; these include the company's employees and, when taxes are owed, the government.

In US law, the term "bankruptcy" refers to both individuals and companies. It is common for insolvent firms to file for bankruptcy under Chapter 11. This section of US bankruptcy law allows restructuring and prevents liquidation while the business continues its operations — something that is strictly forbidden in many other countries.

Keeping a business going rather than destroying it may seem to make sense, but it keeps in place managers who have failed and also takes away the rights of secured creditors to recover their money in the event of non-payment.

Whatever financial crisis comes next, you never know who will be hit. After all, Oscar Wilde, Henry Ford and Walt Disney all declared bankruptcy in their lifetime.

3 Reading Comprehension

Choose the best answer to each question.

1. A main reason for personal insolvency is
a. expensive home loans. b. bad investments. c. divorce.
2. Which of these business areas has the most insolvencies in England?
a. building b. hotels & restaurants c. education
3. How did the number of bankruptcies in the US change between 2007 and 2010 (in per cent)?
a. - 10% b. + 10% c. + 30%
4. What is a bankrupt person required to do in Australia?
a. report to court once a month b. get permission to travel overseas c. collect money from relatives
5. How much may an insolvent person in Germany keep for his/her basic needs every month?
a. €360 b. €690 c. €990

4 Vocabulary

A. Match the following word pairs from the text.

- | | |
|-------------------|-------------------------|
| 1. the event | a. of secured creditors |
| 2. the increasing | b. of bankruptcy law |

- | | |
|----------------|-------------------|
| 3. the section | c. from the debt |
| 4. the rights | d. of non-payment |
| 5. a discharge | e. of companies |

1 - ...; 2 - ...; 3 - ...; 4 - ...; 5 - ...

B. Complete the passage with the words given below.

think business owner decision properly

Every business (1) _____ will want to think carefully before closing their business. The (2)_____ to close should only be made after other options have been explored fully. If you (3)_____ closure is right for you, you will need to plan your closure (4)_____ , especially if your (5) _____ has employees, creditors or current customers.

Word Building

Add the necessary suffix to the word in brackets and put the word in the correct form to complete the statement.

1. Financial crisis deals with a variety of situations in which some _____ institutions or assets suddenly lose a large part of their value. (FINANCE)
2. If you are suffering from _____ financial difficulties you may be considering bankruptcy as a solution. (PERSON)
3. I wanted to take a look at the _____ strategies people use, and the areas where each does the best. (DIFFERENCE)
4. All events that are remembered and preserved in some authentic form constitute the _____ record. (HISTORY)
5. I think that's a very _____ idea. (SENCE)

UNIT 12

1 Before you read

New words and phrases

amenity area	- площа загального користування (<i>площадь общего пользования</i>)
caretaker	- керуючий будинком (<i>управляющий домом</i>)
duct	- повітропровід (<i>воздуховод</i>)
service-level agreement (SLA)	- договір про сервісне обслуговування (<i>договор о сервисном обслуживании</i>)
escape route	- запасний вихід (<i>запасной выход</i>)
facilities management	- технічне обслуговування будівлі / території (<i>техническое обслуживание здания / территории</i>)
facilities manager	- керуючий будинком (<i>управляющий зданием</i>)
fixtures and fittings	- рухоме та нерухоме майно (<i>движимое и недвижимое имущество</i>)
fleet	- автопарк (<i>автопарк</i>)
occupant	- користувач (будівлі) (<i>пользователь (здания)</i>)
open-plan office	- офісне приміщення з відкритим плануванням (<i>офисное помещение с открытой планировкой</i>)
outsource (services)	- скористатися зовнішнім оператором (послуг) (<i>воспользоваться внешним оператором (услуг)</i>)
pest control	- боротьба з шкідниками (<i>борьба с вредителями</i>)
retrofit sth	- реконструювати що-небудь (<i>реконструировать что-либо</i>)
waste disposal	- утилізація сміття (<i>утилизация мусора</i>)
ergonomics	- ергономіка; дисципліна що комплексно вивчає виробничу діяльність людини (<i>эргономика; дисциплина, комплексно изучающая производственную деятельность человека</i>)

2 Reading

Read about the profession which deals with maintenance and current repair of premises and offices.

Facilities Management

According to a definition by the British Institute of Facilities Management (BIFM), facilities managers are responsible for the buildings and services that support businesses. Once referred to as premises managers or buildings supervisors, facilities managers work to keep buildings and factories in good condition, and to keep all equipment in the facility functioning well. They also increasingly work in an administrative role, managing the services needed by the firms that occupy the buildings.

Facilities management (also called facility management or commercial services) is generally divided into "hard" and "soft services". Hard services include the maintenance of buildings and the repair of fixtures and fittings and technical installations, such as lighting or electrical systems. This also means making sure that lifts and air conditioning operate efficiently and safely and that the building complies with all health and safety requirement as well as with fire regulations. For example, buildings must have enough fire escapes, fire doors and evacuation plans.

The term soft services is generally used to refer to administrative duties aimed at supporting the operations of the occupants. Facilities managers make sure that offices and amenity areas such as cafeterias and toilets cleaned properly and regularly. They may supervise in-house cleaning staff or outsource such services to contractors. Additional administrative duties may include selecting and monitoring gardeners, caterers or even receptionists. Service-level agreements (SLAs) establish the frequency and quality of services required.

In response to a 2007 survey by the BIFM, more than 60 per cent of facilities managers said they expected the range of their duties with their organizations to grow. And the same survey reported that over half of facilities managers expected their budgets to be increased as well.

The responsibilities may now include ergonomics, the science of designing workplaces and equipment so that these are as user-friendly as possible and do not cause injury to the workers. Facilities managers may give advice even before a building is occupied, or they may get involved in retrofitting a property. The push to "go green" has had an effect on their work, and they may be asked to select energy-efficient heating, ventilation and air conditioning (HVAC), or improve recycling efforts and environmentally neutral waste disposal.

As it is in many industries, information technology is an increasingly important tool. Computer-aided facility-management (CAFM) systems allow staff to monitor buildings and property automatically, to report on levels of occupancy, and to provide an inventory of furniture and equipment. Building automation systems (BAS) measure temperature and air quality and control the lighting. They can also monitor such things as the performance of telecommunications and computer networks.

3 Reading Comprehension

Choose the best answer to each question.

1. What are the other names for facilities managers?
 - a. Building supervisors or premises managers.
 - b. Facilities management, facility management or commercial services.
2. What does facilities management deal with?
 - a. It deals with efficient and safe services.
 - b. It deals with hard services and soft services.
3. What do administrative duties aim at?
 - a. Administrative duties aim at supporting the operations of the occupants.
 - b. Administrative duties aim at designing workplaces and equipment.
4. What has had an effect on facilities managers' work?
 - a. The attempt to "go green".
 - b. The study of working conditions.

5. What is an important tool in facilities management?
- The report on levels of occupancy.
 - Information technology.

1- ...; 2 - ...; 3 - ...; 4 - ...; 5 - ...

4 Vocabulary

A. Put the services into the correct column.

	<i>Hard Services</i>	<i>Soft Services</i>
building repair
catering
cleaning
fleet management
fire safety
HVAC
lighting
postal services
retrofitting
waste disposal

B. Match the word pairs with their definitions.

Rooms, places, spaces

- | | | | |
|----------------------|-----|-----------------------|-----|
| a. activity settings | ... | d. intra-office space | ... |
| b. amenity area | ... | e. escape route | ... |
| c. open-plan area | ... | f. interior parking | ... |

- Space that can be divided by movable partitions into work areas.
- Path to follow in case of fire or other emergency.
- Space for cars that is totally enclosed within the building.
- Common area between offices or rooms, used as aisles or hallways.
- Places for specific purposes, ranging from small meetings to large gatherings.

6. Any area in a facility used by employees for non-work activity.

C. Match the word pairs on the left with the corresponding translations on the right.

- | | |
|------------------------|--|
| 1. amenity | a. повітропровід (<i>воздуховод</i>) |
| 2. building core | b. керуючий будинком (<i>управляющий зданием</i>) (<i>США</i>) |
| 3. building supervisor | c. запасний вихід (<i>запасной выход</i>) |
| 4. cleaning staff | d. протипожежні двері (<i>противопожарная дверь</i>) |
| 5. computer-aided | e. об'єкт, будинок (з прилеглими будівлями і територією) (<i>объект, здание (с прилегающими постройками и территорией)</i>) |
| 6. duct | f. керуючий будинком (<i>управляющий зданием</i>) |
| 7. escape route | g. запаси, опис майна (<i>запасы, опись имущества</i>) |
| 8. evacuation plan | h. центральний стовбур будівлі (<i>центральный ствол здания</i>) |
| 9. facility | i. зручності (<i>удобства</i>) |
| 10. fire door | j. ліфтова шахта (<i>лифтовая шахта</i>) |
| 11. fire escape | k. технічне обслуговування та ремонт (<i>техническое обслуживание и ремонт</i>) |
| 12. fire regulations | l. офісне, виробниче приміщення (з прилеглими прибудовами і ділянкою) (<i>офисное, производственное помещение (с прилегающими</i> |

	<i>пристройками и участком)</i>
13. injury	m. план евакуації з будівлі (<i>план эвакуации из здания</i>)
14. inventory	n. нерухомість (<i>недвижимость</i>)
15. janitor (US)	o. персонал з прибирання (<i>персонал по уборке</i>)
16. lift shaft	p. пожежний вихід (<i>пожарный выход</i>)
17. maintenance	q. правила пожежної безпеки (<i>правила пожарной безопасности</i>)
18. operation and maintenance	r. договір про сервісне обслуговування (<i>договор о сервисном обслуживании</i>)
19. premises	s. тілесні ушкодження (<i>телесные повреждения</i>)
20. property	t. комп'ютеризований (<i>компьютеризованный</i>)
21. service-level agreement (SLA)	u. експлуатація та технічне обслуговування (<i>эксплуатация и техническое обслуживание</i>)
22. to be responsible for	v. містити в доброму стані (<i>содержать в хорошем состоянии</i>)
23. to maintain sth	w. відповідати чому-небудь (<i>соответствовать чему-либо</i>)
24. to keep in good condition	x. бути відповідальним за що-небудь (<i>быть ответственным за что-либо</i>)
25. to occupy sth	y. обслуговувати що-л., виробляти дрібний ремонт (<i>обслуживать что-л., производить мелкий ремонт</i>)
26. to comply with sth (<i>e.g. regulation</i>)	z. займати що-небудь (<i>занимать что-либо</i>)

1 -...; 2 -...; 3 -...; 4 -...; 5 -...; 6 -...; 7 -...; 8 -...; 9 -...; 10 -...; 11 -...; 12 -... ; 13 -...; 14 -...;
15 -...; 16 -...; 17 -...; 18 -...; 19 -...; 20 -...; 21 -...; 22 -...; 23 -...; 24 -...; 25 -...; 26 - ...

5 Word Building

Add the necessary suffix to the word in brackets and put the word in the correct form to complete the statement.

1. An important feature of facility _____ is that it takes account of human needs of its tenants in the use of buildings and other constructed facilities. (MANAGE)
2. The Furniture and Furnishings _____ 2010 set levels of fire resistance for domestic furniture, furnishings and other products. (REGULATE)
3. There are no set definitions for what constitutes a *a*) _____ or a *b*) _____, but generally a *c*) _____ is understood to be any item that is bolted to the floor or walls, and a *d*) _____ to be any item that is free standing or hung by a nail or hook. (FIX, FIT)
4. Some methods of waste _____ release air pollutants and greenhouse gases into the atmosphere. (DISPOSAL)
5. It is vitally important that the caretaker and _____ staff feel that they can expect support if they are experiencing a problem. (CLEAN)

UNIT 13

1 Before you read

New words and phrases

aquifer	- водоносний пласт (<i>водоносный пласт</i>)
chiller technology	- охолоджувальна система (<i>охлаждательная система</i>)
chlorofluorocarbon (CFC)	- хлорфторвуглеці (ХФУ) (<i>хлорофторуглерод (ХФУ)</i>)
hydrofluorocarbon (HFC)	- гідрофторуглерод (ГФУ) (<i>гидрофторуглерод (ГФУ)</i>)

2 Reading

Read about the innovation in heating and cooling.

Keeping It Cool, and Clean

Refrigeration uses chemicals that absorb heat when lowering temperature. But the chemicals that work best are dangerous. In 1995, the use of chlorofluorocarbons had to be banned because of the damage they do to the ozone layer, which protects the earth from the sun's radiation. Hydrofluorocarbons were introduced instead, but they contribute to global warming. At Christchurch Airport in New Zealand, another solution has been found to heat and cool the building. Water taken directly from the aquifer below the local Canterbury Plains will be used to lower the temperature in the terminal by five degrees in summer and raise it by five degrees in winter. "The difference in temperature is perfect to use as a replacement for traditional chiller technology," says Tony Grist at *Hassell*, the Australian firm that designed the airport.

3 Reading Comprehension

A. Answer the questions.

1. What chemicals are widely used as refrigerants?
2. Are these chemicals relatively non-toxic or very dangerous?
3. How did experts in New Zealand decide to cool the building without refrigerants?

B. Think about.

1. Do you know whether there are any alternatives to CFCs?
2. Do you know the other uses of CFCs despite as a refrigerant?
3. Do you know how long CFCs have been used?

4 Vocabulary

A. Match the following word pairs from the text to make word partnerships .

- | | |
|---------------------|----------------------|
| 1. to use | a. the temperature |
| 2. to protect | b. to global warming |
| 3. to contribute | c. the earth |
| 4. to heat and cool | d. chemicals |
| 5. to lower | e. the building |

1- ...; 2- ...; 3- ...; 4- ...; 5- ...

B. Complete the following passage with the terms given below.

vacuum cleaner cleaning soft brush once a year refrigerator

When you are (1) _____ house, you should also regularly clean refrigerator coils. They are something that's often "out of sight and out of mind", but clogged (2) _____ coils can seriously impact the efficient operation of your refrigerator. It's important to clean them at least (3) _____ so they operate without interference from built-up dust and dirt.

The best way to clean refrigerator coils is by using a vacuum cleaner attachment and a dust rag. When you use a (4) _____ you can use the long tube attachment if the coils don't have mesh. With the long tube attachment you can insert it into the coil area. The safest vacuum cleaner attachment to use on any refrigerator coils is the (5) _____. The soft brush is meant to be used as a duster and works quite well to remove coil dust and dirt.

5 Word Building

Add the necessary suffix to the word in brackets and put the word in the correct form to complete the statement.

1. Find step-by-step instructions and cost-saving advice for designing and _____ your dream house. (BUILD)
2. The Sun's _____ and the Earth's blanket of greenhouse gases sustain the mean global temperature at a level supportive of life. (RADIATE)
3. Two superb books describe _____ uses for recycled materials. (DIFFER)
4. Nowadays it is much said about the _____ of traditional textbooks with e-books. (REPLACE)
5. A *a*) _____ engineer installs and services *b*) _____ systems for commercial buildings, delivery trucks, and residences. (REFRIGERATE)

UNIT 14

1 Before you read

New words and phrases

burner	- нагрівальний диск електричної плити (нагревательный диск электрической плиты)
cooktop	- варильна поверхня (варочная поверхность)
cookware	- кухонне начиння (кухонная утварь)
dielectric substrate	- діелектрична підкладка (диэлектрическая подложка)
extractor fan	- витяжка (вытяжка)
field-effect transistor	- польовий транзистор (полевой транзистор)
food processor	- кухонний комбайн (кухонный комбайн)
hob ring	- конфорка (конфорка)
induction cooktop	- індукційна панель (индукционная варочная панель)
oven	- духовка (духовка)
white goods	- великі побутові прилади (крупные бытовые приборы)
switching-mode power supply	- імпульсне джерело живлення (импульсный источник питания)
short-circuit protector	- захист від короткого замикання, запобіжник (защита от короткого замыкания, предохранитель)

2 Reading

Read about the most actual aspects in kitchen appliances design and operation which are of concern with consumers.

Kitchen Appliances

It is a paradox that many working couples spend little time cooking, although they own a variety of modern, high-quality kitchen appliances. Such appliances are quiet, efficient, simple to use and easy to clean. Ovens may have a self-cleaning function, and freezers can defrost themselves automatically.

A trend in kitchen design has been to move the location of the appliances within the kitchen. The oven has been moved to a higher, more ergonomic position, which saves the cook from excessive bending and lifting from a low place. This also means the cooktop is separate and needs its own control unit.

Increasingly, touch panels are used to operate cooktops, dishwashers or other appliances instead of knobs, buttons or switches. Touch panels function by creating an electric field around the control unit, which is usually mounted behind or below a dielectric substrate, such as glass or ceramic. When a conductive mass, such as a finger, enters the field, the sensors detect the change and react to it by changing the state of the appliance — for example, by turning it on or off.

A further technology can be found in induction cooktops. Rather than heating up hob rings or heating coils, induction cooktops use a high-frequency electromagnet under the glass or ceramic surface of the cooktop to create a magnetic field. When a metal material enters the field, energy is induced into it. The pot or pan itself becomes hot and not the cooktop. The amount of heat being generated can be regulated by controlling the strength of the electromagnetic field. Power is drawn only when cookware is on the element, which means induction cooktops always remain cool and they provide heat-transfer efficiency of close to 90 per cent, compared to the 40 to 70 per cent offered by gas or electric cooktops. The cost of this technology is coming down, making induction cooking more affordable.

Concerns about the environment are increasingly putting the focus on reducing the amount of energy used by appliances, in both their active and inactive states. EU laws require that the power used in standby mode, also called "vampire power" or "phantom load", be reduced to one watt by 2010 and to half that amount by 2012. Appliance makers are aiming for even lower usage. "An industry goal is to achieve zero standby," says Anton Hartmann, head of sales for switches and controls at ZF Electronics.

In the near future, kitchen appliances will be able to "communicate" with each other or with the user through a home network. Thanks to a central touch screen or a remote control, you may soon be able to operate kitchen appliances from any room in

the house. However, this could lead to unseen accidents, and, as Hartmann says, "Controlling the cooktop, oven or even the dishwasher from another part of the kitchen, house or even from your mobile phone could have disastrous consequences".

3 Reading Comprehension

A. Answer the questions.

1. What are the typical features of modern kitchen appliances?
2. How do touch panels function?
3. What types of cooktops have better heat-transfer efficiency?
4. What are concerns about the environment putting the focus on?
5. How will kitchen appliances communicate with the user in the future?

B. Think about.

1. Do you know whether all kitchen appliances are fully automated nowadays?
2. Do you agree with the statement that the remote control of kitchen appliances could have disastrous consequences?

4 Vocabulary

A. Match the following word pairs from the text to make word partnerships.

- | | |
|-------------|-----------------------|
| 1. induce | a. efficiency |
| 2. detect | b. a control unit |
| 3. operate | c. a magnetic field |
| 4. create | d. energy |
| 5. increase | e. the change |
| 6. mount | f. kitchen appliances |

1 - ...; 2 - ...; 3 - ...; 4 - ...; 5 - ...; 6 - ...

B. Choose the correct kitchen appliance term.

1. You heat water for tea using an electric _____.
a. boiler b. steamer c. kettle

2. Touch-panel controls are mounted within _____.
 a. cooktops b. cookware c. cookbooks
3. Induction cooking uses _____.
 a. gas flames b. magnetic fields c. hot air
4. A dielectric material _____.
 a. conducts electricity b. can heat a pot c. supports electrostatic fields
5. Plates are cleaned in a _____.
 a. washing machine b. washer c. dishwasher
6. The state of appliance readiness is called _____.
 a. interconnectivity b. standby mode c. remote control

1 - ...; 2 - ...; 3 - ...; 4 - ...; 5 - ...; 6 - ...

5 Word Building

Add the necessary suffix to the word in brackets and put the word in the correct form to complete the statement.

1. There are several very different methods of "_____" heating. (ELECTRICITY)
2. _____ is a third method, completely different from all other cooking technologies. (INDUCE)
3. Unlike conventional cooktops that create heat below a pot, the magnetic induction process makes the pot into the _____ element. (HEAT)
4. Magnetic induction relies on cooking with vessels that can be _____. (MAGNET)
5. Cooking is the _____ of heat to food. (APPLY)

UNIT 15

1 Before you read

New words and phrases

agribusiness	- агробізнес; агропромисловий комплекс (агробизнес; агропромышленный комплекс)
livestock	- поголів'я худоби (поголовье скота)
yield	- урожай, кількість вироблюваної продукції (урожай, количество вырабатываемой продукции)
crop failure	- неврожай (неурожай)
overgraze	- вибити пасовище (выбить пастбище)
subsidy	- дотація (дотация)

2 Reading

Read the text which includes useful vocabulary on agriculture.

Agriculture

In most industrial countries, farming has changed from a family occupation of raising animals and growing crops to the large-scale, mechanized production of food and natural materials.

Agriculture is the term used to describe the science or practice of farming. Agricultural efficiency has improved enormously in the past century, thanks to developments in technology and the biological sciences. Improvements include pest control, the use of fertilizers, and regional specialization of crops, as well as the selective breeding of livestock and poultry and the use of feed supplements.

Agribusiness, also called "industrial agriculture" or "factory farming", refers to the industrialized process of making plant and animal products. It often uses innovative technology, such as satellite observation of soil conditions or crop damage, and biotechnology, such as genetic engineering. The business of agriculture also extends to food inspection and to the processing distribution of farm products.

Productivity gains in industrial agriculture have led to higher yields and lower food prices, but farming remains a risky business. Farmers often require subsidies for

investment in agricultural machinery, or as compensation for crop failure or an outbreak of disease among their animals.

For many people, agribusiness has a negative meaning. Large-scale operations are causing small farms to go out of business and rural communities to disappear. Environmental concerns include overgrazing and soil erosion, and the practice of growing monocultural crops. Consumer worries about animal welfare and food safety are leading to a rise in organic farming and sustainable agriculture.

3 Reading Comprehension

Mark the following statements as true (T) or false (F).

1. Large-scale food production means most farmers no longer raise animals. ...
2. Using fertilizer is a form of regional specialization. ...
3. Agribusiness means that crops are grown in factories. ...
4. Satellite pictures can assist farmers with land management. ...
5. Diversification of crops is good for the soil. ...

4 Vocabulary

A. Match the word pairs on the left with the corresponding translations on the right.

- | | |
|----------------------------|---|
| 1. animal welfare | a. контроль качества пищевых продуктов |
| 2. pest control | b. кормовая добавка |
| 3. feed supplement | c. защита животных |
| 4. genetic engineering | d. повышение производительности |
| 5. food inspection | e. борьба с вредителями |
| 6. productivity gain | f. генная инженерия |
| 7. monocultural crop | g. устойчивое сельское хозяйство |
| 8. raise animals | h. селекционное разведение |
| 9. sustainable agriculture | i. одноотраслевое хозяйство |
| 10. organic farming | j. выращивать животных |
| 11. selective breeding | k. земледелие с применением только органических удобрений |

1 - ...; 2 - ...; 3 - ...; 4 - ...; 5 - ...; 6 - ...; 7 - ...; 8 - ...; 9 - ...; 10 - ...; 11 - ...

B. Use the words in each column to form terms found in the text. Then match each term with its definition.

<i>food</i>	<i>erosion</i>
<i>soil</i>	<i>failure</i>
<i>crop</i>	<i>control</i>
<i>pest</i>	<i>specialization</i>
<i>regional</i>	<i>communities</i>
<i>rural</i>	<i>inspection</i>

- a. Widespread damage to plants, fruits or vegetables.
- b. Planting and growing crops in particular areas.
- c. Groups of people living in the country, not the city.
- d. The removal of dirt through water or wind.
- e. Checking that what we eat is safe.
- f. The killing of insects that may damage plants.

5 Word Building

Add the necessary suffix to the word in brackets and put the word in the correct form to complete the statement.

- Most of the meat, dairy, eggs, fruits, and vegetables available in supermarkets are produced using specific methods of _____ agriculture. (INDUSTRY)
- Factory _____ and industrial agriculture are unsustainable systems that produce large volumes of food. (FARM)
- Food _____ is a vital component of a modern food control system. (INSPECT)
- Animal welfare is the ethical _____ of ensuring animal well-being.
(RESPONSIBLE)
- These days with all the food _____ used in food production, eating food can be like navigating a minefield. (ADD)

UNIT 16

1 Before you read

New words and phrases

sustainable	- раціональний (<i>рациональный</i>)
potent	- потужний, сильний (<i>мощный, сильный</i>)
greenhouse gas	- парниковий газ (<i>парниковый газ</i>)
environmentally friendly	- сприятливий для навколишнього середовища (<i>благоприятный для окружающей среды</i>)
solar panel	- панель сонячної батареї (<i>панель солнечной батареи</i>)
nitrogen trifluoride (NF ₃)	- трьохфтористий азот (<i>трехфтористый азот</i>)
biofuel	- біопаливо (<i>биотопливо</i>)
perfluoro-carbons	- перфтор-вуглець (<i>перфтор-углероды</i>)
green	- екологічно чистий, не забруднює навколишнє середовище (<i>экологически чистый, не загрязняющий окружающую среду</i>)

2 Reading

Read about some points of view on environmental and health effects of industrial products.

The Trouble with Green

A "green" business, industry or technology is understood to be something that does not harm the environment or the health of animals or people. It is also sustainable, meaning it uses resources wisely, so that they remain available for future generations. But what seems environmentally friendly today may prove later to be the opposite. Some green activists say technology cannot be called "green" because all technologies involve human and natural exploitation.

Last year, for example, the Scripps Institution of Oceanography at the University of California at San Diego published a study showing that a greenhouse gas released during the production of solar panels, called nitrogen trifluoride (NF₃),

is about 17,000 times more potent than carbon dioxide. A number of industries have used NF₃ because they thought it was less harmful than perfluoro-carbons, also powerful greenhouse gases.

Biofuels were also initially regarded as being green because they are made from plants. However, to make space to grow the soya and palm oil needed to produce the fuel, natural forests and grasslands have been destroyed.

3 Reading Comprehension

1. Why is "green" business, industry or technology considered to be sustainable?
2. What do some green activists say about the latest (*modern-day*) technologies?
3. What gases are harmful to people and animals?
4. What does the fuel production result in?

4 Vocabulary

A. Match the following word pairs from the text.

- | | |
|----------------|---------------|
| 1. sustainable | a. gases |
| 2. green | b. resources |
| 3. harmful | c. forests |
| 4. natural | d. activists |
| 5. available | e. technology |

1 - ...; 2 - ...; 3 - ...; 4 - ...; 5 - ...

B. Fill the gaps with the words given below.

environmentally friendly greenhouse gas future biofuels carbon dioxide

1. Industrialized countries make deep cuts in _____ emissions in coming decades.
2. The _____ already in atmosphere means that temperatures are still going to increase enough to mean major problems in parts of the world.
3. We have to start preparing for the _____ .
4. To make consumers aware, _____ goods and services often are marked with eco-labels.
5. There are many pros and cons to using _____ as an energy source.

5 Word Building

Add the necessary suffix to the word in brackets and put the word in the correct form to complete the statement.

1. You can teach kindergarteners how to use resources _____ by playing the recyclables relay game. (WISE)
2. Before you consider installing solar panels, you may want to calculate the solar energy _____ in your region. (PRODUCE)
3. Many people warn of the possible _____ effects of using technology in the classroom. (HARM)
4. _____ forest cover is the true indicator of the health of the planet. (NATURE)
5. _____ of natural resources is an essential condition of the human existence. (EXPLOIT)

UNIT 17

1 Before you read

New words and phrases

go green	- сприяти охороні навколишнього середовища (способствовать охране окружающей среды)
bubble	- міхур (пузырь)
facility	- інфраструктурний об'єкт (инфраструктурный объект)
recession	- спад, рецесія (спад, рецессия)
mania	- манія, захоплення (мания, увлечение)
oil-shale deposits	- поклад горючих сланців (залежь горючих сланцев)
WHEB Venture	- one of the pioneers in the European clean technology sector

2 Reading

Read about the advantages and pitfalls of going green.

The Future of Green

Imagine a city with no cars and no carbon emissions. It is a city so beautiful that it lifts the spirits, yet it runs on the latest technology. It has all the charm of an old

Arab village, yet is home to 1,500 businesses pioneering a green revolution. This is no dream. Masdar is a city that is being built in Abu Dhabi, and it will be finished by 2012. It is part of a multi-billion dollar project to turn the oil-producing state into a green-technology leader. It is also a vision for a future world where people's needs are in harmony with those of the earth. This vision is now being promised by global leaders in the form of a "green industrial revolution" to take their countries out of recession. But this has been promised before. How real is it this time?

Following the rise in oil prices in the 1970s, governments made big plans to invest in alternative energy, car makers began to build fuel-efficient cars, while big investments were made in ethanol. In 1979, the then US president, Jimmy Carter, installed solar panels on the White House roof.

But when oil prices began to fall in the 1980s, governments quietly dropped their green plans, ethanol projects in Iowa collapsed, and in 1986 the White House solar panels were removed.

The world's attempts to "go green" have typically followed this stop-start pattern, with interest rising and falling with the price of oil. "This is a fairly new and cyclical business," says Rob Wylie, a partner at WHEB Venture Partners, which invests in cleantech' firms. Parts of the market also regularly experience what Wylie calls bubblets, where the price of investment is much higher than its value. When reality sets in, the bubblet collapses.

"Eco Mania" is how *Forbes* describes the renewable energy bubblets in 2007. In the three years before that, the field had attracted 53 billion in private capital for ethanol production, windmills, solar panels and low-carbon energy sources. Taking advantages of this mania, one firm, Digital Gas, raised 22 million after pretending to have found a way to get oil from oil-shale deposits. The owner was found to have spent most of the money on renovating his home.

3 Reading Comprehension

1. How does an old Arab village with 1,500 businesses look like?
2. What does a multi-billion project aim at?

3. What did global leaders suggest to take their countries out of recession?
4. Why did governments drop their green plan?
5. What is the stop-start pattern of going green connected with?
6. How did some firms follow "Eco Mania"?

4 Vocabulary

A. Match the word pairs on the left with the corresponding translations on the right.

- | | |
|---------------------|----------------------------------|
| 1. carbon emissions | a. экологическая лихорадка |
| 2. green rush | b. выбросы углекислого газа |
| 3. solar panel | c. с низким содержанием углерода |
| 4. fuel-efficient | d. солнечная батарея |
| 5. low-carbon | e. с низким потреблением топлива |

1- ...; 2- ...; 3- ...; 4- ...; 5- ...

B. Choose and underline the words that best complete the text.

A Golden City

Masdar, a city in Abu Dhabi that was (a) *planned* / *plans* by star architects Foster + Partners, is being called the city of the future. It will have no cars and no carbon emissions, and all (b) *wasting* / *waste* products will be recycled. By doing a logical analysis of the way people live and work, and of traditional architecture and the local climate, a great deal of energy will be saved (c) *natural* / *naturally*, according to Foster. For example, houses will be built close together to create shade. The city is also (d) *situated* / *situating* to catch cool sea breezes. Infrastructures have been carefully planned so that no one is farther than 200 metres from essential facilities. (e) *Much* / *Most* of the fully automated, electric public transport system will be underground, leaving the streets free for pedestrians. And the city will be powered by solar and other renewable energies.

5 Word Building

Add the necessary suffix and prefix to the word in brackets and put the word in the correct form to complete the statement.

1. In the mid 20th century, economists and ecologists predicted that food supply would become inadequate to feed an_____ worldwide population. (INCREASE)
2. All_____, individuals, and businesses must play an important role in protecting the environment. (GOVERN)
3. Starting a green business can be particularly satisfying as you get to make your own _____ to making the world a better place. (CONTRIBUTE)
4. A _____ on "going green" at work has been started recently. (DISCUS)
5. Millions of people live in _____ river deltas and coastal areas.
(NOT PROTECT)

UNIT 18

1 Before you read

New words and phrases

go green	- сприяти охороні навколишнього середовища (способствовать охране окружающей среды)
Green technologies	- технології охорони навколишнього середовища (технологии охраны окружающей среды)
Waste	- відходи; сміття; покидьки; лом; макулатура (отходы; мусор; отбросы; лом; макулатура)
tree-hugger	- захисник навколишнього середовища (защитник окружающей среды)
Social networking	- встановлення та підтримка контактів для спілкування за допомогою соціальних мереж (установление и поддержка контактов для общения посредством социальных сетей)
wind farm	- вітряна електростанція, ветропарк (ветряная электростанция, ветропарк)
to ebb	- відливати, спадати (отливать, убывать)
ebb tide	- відлив (отлив)
landfills	- сміттєзвалище (свалка мусора)

night purge	- нічна вентиляція повітря / пасивне охолодження (ночная вентиляция воздуха/пассивное охлаждение)
carbon offset	- компенсація викидів вуглекислого газу (компенсация выбросов углекислого газа)
rain garden	- озеленений ділянку землі в поглибленні для збору дощової води (озелененный участок земли в углублении для сбора дождевой воды)
Cloud computing	- "хмарний" компютинг, обробка та зберігання даних на серверах в Мережі ("облачный" компьютинг, обработка и хранение данных на серверах в Сети)
grey water, greywater	- (побутові стічні води (бытовые сточные воды)
toxic e-waste	- небезпечні для здоров'я (токсичні) електронні відходи (опасные для здоровья (токсичные) электронные отходы)

Turning Over New Leaf

The whole world is talking about a conscious attitude to the environment, climate protection and green technologies. Do the test and check whether you can sustain a conversation on this topic.

THE SITUATION:

Josh Rayhall, a computer programmer, has started a discussion on "going green" at work. He's inspired the team to try to be more environmentally responsible at the office. But what can they do? Join them as they investigate.

1. FOOD FOR THOUGHT

At lunch, the team starts talking about how they can go green. Their first topic is the food they eat. Choose the correct words to complete the dialogue.

biodegradable compost ecology environment
food miles organic tree-hunger

- Betty:** Well, we can start by thinking about the food we serve here in the cafeteria. Let's make a checklist. Josh, you're the *a)* _____ here. Why don't you start?
- Josh:** First, we should buy only natural foods and *b)* _____ fruit and vegetables. We should "buy local" whenever possible, and count the *c)* _____ for other products. Any packaging should be *d)* _____ material. Maybe we can even make *e)* _____ to put on the outdoor plants.
- Betty:** OK. I also think that the meat should be free of growth hormones and antibiotics
- Josh:** Betty, forget meat! Don't you know that much of the damage to the *f)* _____ is directly connected to eating beef? We should offer only vegetarian meals!
- Betty:** Oh. What about seafood?
- Josh:** Sorry, overfishing has already done immense harm to the ocean's *g)* _____ .

2. WHAT CAN WE DO?

Many office workers waste their resources. So Josh helps the others to think of small changes that don't take much effort. Put the words in the correct order to create his suggestions.

- a. the lift / the stairs / use / instead of

- b. the temperature / don't / too warm / keep / or cold

- c. natural / make / light / use / of

- d. building / more / put / in the / plants

- e. as possible / documents / few / print / as

3. THE FOUR Rs

Much green awareness centres on the "four Rs". Which are "*reduce, reuse, recycle, repaire*". So the team members use these words to make a list. They include other activities that are important, too. Complete the sentences with verbs from the list.

Reduce	a. _____	water bottles and coffee cups.
Reuse	b. _____	paper, glass, plastic and metals.
Recycle	c. _____	batteries.
Repair	d. _____	energy use by turning off lights and equipment.
Replace	e. _____	cloth bags – bring your lunch in one.
Recharge	f. _____	light bulbs with energy-saving lamps.
Rent	g. _____	machines instead of throwing them out.
Refill	h. _____	equipment that is used infrequently.

4. ABOUT THE COMMUTE

Josh cycles to work, of course, but most of the others drive their cars. Can improved car technology offer a solution to pollution? Each of the following sentences contains a mistake. Cross out the word in bold and replace it with one given below.

diesel solar hydrogen hybrid electric biofuel

- A **hydrogen** car is powered by the sun.
- In a **diesel** car, there are two power sources.
- Cooking oil can be used as fuel in modified **electric** engines.
- Ethanol is a type of **emission** made from maize.
- A fuel cell is found in a **hybrid** car.
- The battery packs in **petrol-run** cars can be recharged overnight.

5. TECH TALK

Can the company use "green" information technology to save energy and reduce waste? Josh thinks so. Choose the correct term for each definition given.

1. Energy that electronic equipment consumes in the standby state.
 - a. monster watts
 - b. vampire power
 - c. ghost voltage
2. The moving images on a monitor don't save energy – they waste it.
 - a. screensaver
 - b. drag and drop
 - c. icon
3. Computers and mobile phones that have been thrown away and which contain poisonous substances.
 - a. equipment gift
 - b. handy hazard
 - c. toxic e-waste
4. Renting computer resources and services through the internet, which reduces hardware and energy needs.
 - a. blue-sky thinking
 - b. cloud computing
 - c. social networking
5. Sometimes called "electronic paper", this type of display does not require backlighting, so it saves energy.
 - a. OLED (organic light-emitting diode)
 - b. LCD (liquid crystal display)
 - c. PDP (plasma display panel)

1 - ...; 2 - ...; 3 - ...; 4 - ...; 5 - ...

6. CLEAN ENERGY

Next, the team looks through a brochure on clean energy that lists renewable and alternative energy sources. Complete the texts using words from the boxes.

silicon photovoltaic panels	Solar: Get free electricity from the sun with solar energy! With our <i>a)</i> _____ on your roof, you collect the sunlight all day — with no noise, smell or emissions. Our <i>b)</i> _____ cells are made using a thin film of <i>c)</i> _____. The sun's energy can also be used to heat water and produce steam.
--	---

rotor blades	Wind: Many cultures have used the power of the wind for
wind turbines	centuries. Our modern, high-efficiency <i>d)</i> _____ each have
wind farm	three <i>e)</i> _____ that can turn both day and night. The preferred
	location for a group of these clean-power generators, a <i>f)</i> _____ ,
	is offshore or on a hill.
hydroelectric	Water: The force of moving water has long been used as a source
tidal	of <i>g)</i> _____ power. But did you know that the <i>h)</i> _____ in the
waves	oceans can turn turbines? Another source, the pull of the oceans, as
	they ebb and flow, is called <i>i)</i> _____ power.
biomass	Gas/Heat: When waste from plants, farms or wood production,
geothermal	called <i>j)</i> _____ , is burned, the heat can be used to turn turbines.
landfills	An alternative is to burn gas produced when material decomposes
	in <i>k)</i> _____ . Hot gas that pushes up from inside the earth can
	provide warmth and <i>l)</i> _____ energy.

7. A LOOK AT ARCHITECTURE

What are the latest trends in building that can help to reduce damage to the environment? Use words from the box to create the terms needed.

garden lamps night roof screens water

- Replace light bulbs with **compact fluorescent** _____ .
- Use **grey** _____ from sinks for toilets and plants.
- With _____ **landscaping**, the top of the building reflects less heat into the atmosphere.
- Build a **rain** _____ next to the car park to absorb rainwater, instead of letting it flow into the street.
- Adjust **shading** _____ to keep out direct sunlight, which keeps offices cooler.
- Automatically open office windows after dark, to let heat out and fresh air in with a _____ **purge**.

7. CARBON COMPOUNDS

Finally, the team tries to get their terminology straight when talking about carbon. Can you help? Choose and underline the correct expression to complete the sentence.

- a. The total amount of emissions you cause through your activities is your *carbon footprint* / *carbon toehold* / *carbon handshake*.
- b. The most prominent greenhouse gas is called *carbon diode* / *carbon dioxide* / *carbon hybrid*.
- c. Planting trees is one method of *carbon offset* / *carbon offput* / *carbon setup*.
- d. *Carbon tops* / *Carbon hats* / *Carbon caps* are limits on the amount of emissions allowed.
- e. *Hypercarbons* / *Hydrocarbons* / *Hypnocarbons* are compounds found in oil and natural gas.
- f. A company or city that reduces its net emissions to zero is *carbon neutral* / *carbon net* / *carbon none*.
- g. The exchange or path of carbon as it moves through air, water, plants and earth is called the *carbon cycle* / *carbon capture* / *carbon trading*.

Word building

Prefixes and suffixes

A prefix is a short group of letters found at the beginning of some words, which gives the word a particular meaning. For example, *un-* is a prefix that means *not*, as in *unhealthy* (= not healthy) or *unhelpful* (= not helpful).

A suffix is a short group of letters found at the end of some words which gives the word a particular meaning. A common suffix is *-less*, meaning *without*, as in *painless* (= without any pain) or *hopeless* (= without any hope).

Some words contain both a *prefix* and a *suffix*. For example, *unrecognizable* contains both the prefix *un-* (= not), and the suffix *-able* (= able to be), giving the meaning "*not able to be recognized*".

Often the suffix makes a word change its part of speech. For example, the noun **realization** contains the verb **realize** and the suffix **-ation**(=the act of ...), giving the meaning "the act of realizing that something is true". The adverb **easily** contains the adjective **easy** and the suffix **-ly** (= in a ... way), giving the meaning "in an easy way".

Word formation using, prefixes and suffixes

The tables below show you how new meanings and new parts of speech can be created using prefixes and suffixes.

Noun formation

Noun Beginnings (Prefixes)	Meaning	Examples
anti -	used to prevent something	antifreeze, antiseptic
bio-	relating to life and living things	biology, biochemistry
co-	with or together	co-worker, co-author
eco-	relating to the environment	ecology, ecosystem
ex-	former, in the past	ex-husband, ex-girlfriend
inter-	between or among	intersection, interference
mid-	middle	midday, midnight, midweek
mis-	bad or wrong	misspelling, mismanagement
non-	not	non-smoker, nonsense
over-	too much	overgrowth, overpopulation
psycho-	relating to the mind	psychology, psychotherapy
self-	of or by yourself	self-confidence, self-control
semi-	half	semi-circle, semi-detached
sub-	1. under	submarine, subconscious, subway
	2. less important or smaller	subcommittee, subsection

Noun Endings (Suffixes)	Meaning	Examples
-ability, -ibility	when sth is possible (makes nouns from adjectives)	reliability, flexibility, responsibility
-al	used to say that sb/sth does sth or sth happens (makes nouns from verbs)	arrival, refusal, denial nouns
-an -ian	a particular person, place or subject (makes nouns from names)	American, Christian, historian
-ation	when sb does sth or sth happens (makes nouns from verbs)	creation, confirmation, hesitation, exploration
-ator	sb or sth that does or makes something (makes nouns from verbs)	creator, generator, administrator, investigator
-cy	used in the names of qualities	fluency, accuracy, decency
-er, -or, -ar, -r	1. a person who does an activity 2. a person who lives in a place	footballer, actor, liar Londoner. New Zealander
	3. a thing that does sth	heater, cooler, computer
-ful	the amount that a container holds	spoonful, cupful, handful
-ist	1. sb who supports a particular set of ideas or beliefs	idealist, communist, leftist, environmentalist
	2. sb who plays a particular musical instrument	violinist, pianist, cellist, guitarist

	3. sb who does a particular activity or type of work	novelist, journalist, geologist, motorist, cyclist
-ity -ty	used in the names of qualities or types of behaviour (makes nouns from adjectives)	stupidity, brutality, cruelty, beauty, anxiety
-let	a small kind of a particular thing	piglet, booklet
-ment	1. an activity or way of doing sth	development, entertainment
	2. a particular quality (makes nouns from verbs)	embarrassment, amusement, contentment
-ness	used in the names of qualities (makes nouns from adjectives)	happiness, goodness, loudness, quietness
-ology	the science or study of sth	psychology, sociology, biology
-ship	1. a situation between people or organizations	friendship, partnership, relationship
	2. skill or ability to do sth well	craftsmanship, musicianship
-ware	used in the names of particular kinds of goods	hardware, software, glassware, silverware
-y	used in the names of feelings	jealousy, sympathy

Adjective Formation

Adjective beginnings (Prefixes)	Meaning	Example
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anti-	1. opposed to 2. opposite to	antinuclear anticlockwise
cross-	going across or between	cross-country, cross-cultural
dis-	not	discontented, disapproving
eco-	relating to the environment	ecofriendly
extra-	beyond or outside, or not included in something	extracurricular, extramarital, extraordinary
in-	not	inexact, incorrect
im- <i>before b, m, p</i>	not	impossible, imprecise
il- <i>before l</i>	not	illegal, illegible
ir- <i>before r</i>	not	irregular, irresponsible
inter-	between or among	international, interpersonal
multi-	having many of something	multinational, multimedia
non-	not	nonstop, non-smoking
over-	1. too much	overexcited, overemotional
	2. across or above	overland, overseas, overhead
post-	after or later than	postwar, postgraduate
pre-	before or earlier than	pre-existing, prehistoric
trans-	across or on the other side of	transatlantic
ultra-	1. very, extremely sth	ultramodern
	2. beyond	ultrasonic
un-	not	uncomfortable, unhappy

Adjective endings (Suffixes)	Meaning	Example
-able -ible	1. able to be (broken, drunk, washed etc.)	breakable, drinkable, washable
	2. having a particular quality (makes adjectives)	reasonable, responsible

	from verbs)	
-al -ial	relating to something	political, ceremonial, facial
-an	relating to a particular person	American, Christian, civilian
-ian	place or subject	reptilian
-ed	1. having a particular thing	bearded, armed
	2. having a particular quality	big-headed, bored
-en	made of something	wooden, golden, silken
-er	makes the comparative of short adjectives	hotter, cooler, nearer, bigger, safer
-est	makes the superlative of short adjectives	hottest, coolest, nearest, biggest
-ish	1. relating to a country, its language or its people	British, Spanish, Swedish
	2. like or typical of	childish, impish, boyish
	3. quite or slightly	smallish, greenish
	4. approximately, about	sixish, fortyish
-ive	used to say that sb or sth does or is able to do sth (makes adjectives from verbs)	creative, communicative, cooperative, supportive
-less	without	hopeless, childless, painless
-like	like or typical of (makes adjectives from nouns)	childlike, lifelike, godlike
-ly	1. behaving in a way that is typical of a particular kind of person	friendly, motherly, fatherly
	2. happening regularly	hourly, weekly, monthly topmost

- most	makes the superlative of some adjectives	topmost, northernmost, uppermost
-ous	having a particular quality	dangerous, spacious, envious
-th	makes adjectives from numbers (apart from numbers which end in 1, 2, 3)	sixth, hundredth, ninth, fortieth
-y	covered in sth or having a lot of sth, or having a particular quality	dirty, dusty, cloudy, rainy, noisy, windy, smelly, greedy

Verb Formation

Verb beginnings (Prefixes)	Meaning	Examples
de-	to remove or reduce sth	decaffeinate, devalue
dis-	1. to not do sth	disagree, disapprove, disobey
	2. to remove sth	disconnect, disinfect
mis-	to do sth badly or wrongly	misunderstand, misinterpret
re-	to make or do sth again	rethink, remake, redo, reinvent
trans-	1. to change sth completely	translate, transform
	2. to move sth to a new place	transfer, transport
un-	to remove or unfasten sth	undress, unlock, untie

Verb endings (Suffixes)	Meaning	Examples
-en	to become or make sth become	darken, soften, lighten
ize, -ise (BrE) ize (AmE)	to become or make sth become	popularize, legalize, modernize, harmonize

-ify	to give sth a particular quality	solidify, simplify, purify
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Adverb Formation

Because most adverbs are formed from adjectives, they can take the same beginnings as adjectives.

Adverb endings (Suffixes)	Meaning	Examples
-er, -r	makes the comparative of adverbs	later, sooner, farther
-est, -st	makes the superlative of adverbs	latest, soonest, farthest
-ly	1. in a particular way (makes adverbs from adjectives)	carefully, slowly, easily, fully, freely, impatiently, hourly, daily, weekly
	2. happening regularly (makes adverbs from nouns)	
ward, -wards	in a particular direction	northward(s), backward(s)

Note that there are a small number of adverbs which do not have the same meaning as the adjectives they were formed from. You should look these up in the dictionary and learn them:

awfully	lately	terribly	hardly
barely	shortly	scarcely	

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